

TRANSPORTATION MANAGEMENT STRATEGIES FOR SPECIAL EVENTS



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PROJECT STATUS

- **TASK A** LITERATURE REVIEW AND SYNTHESIS
- **TASK B** PRODUCTION OF TECHNICAL REFERENCE DOCUMENT
- **TASK C** COMMUNICATIONS PLAN, OUTREACH MATERIAL, AND TRI-FOLD BROCHURE
- **TASK D** RECOMMENDATIONS FOR FURTHER RESEARCH, TRAINING, OR TECHNICAL TRANSFER

ORGANIZATION

- **CHAPTER 1:** OVERVIEW OF PLANNED SPECIAL EVENTS
- **CHAPTER 2:** ADVANCED PLANNING AND COORDINATION
- **CHAPTER 3:** TRAFFIC MANAGEMENT AND SAFETY
- **CHAPTER 4:** TRAVEL DEMAND MANAGEMENT AND TRAVELER INFORMATION

ORGANIZATION

- CHAPTER 5: DAY-OF-EVENT ACTIVITIES
- CHAPTER 6: POST-EVENT ACTIVITIES
- CHAPTER 7-11: EVENT PROFILES

APPROACH

OVERVIEW

PLANNING

DAY-OF-EVENT

POST-EVENT

EVENT PROFILE

- FOCUS ON *PLANNED* SPECIAL EVENTS
 - AS OPPOSED TO UNPLANNED EVENTS WHERE TRANSPORTATION SYSTEM OPERATORS HAVE LIMITED OR NO ADVANCE INFORMATION
- EXCLUDE PLANNED ROADWAY EVENTS INVOLVING CONSTRUCTION OR MAINTENANCE ACTIVITIES

AUDIENCE

OVERVIEW

PLANNING

DAY-OF-EVENT

POST-EVENT

EVENT PROFILE

- IDENTIFY THREE STAKEHOLDER ROLES
 - OVERSIGHT
 - EVENT PLANNING TASK FORCE
 - EVENT TRAFFIC MANAGEMENT TEAM
- INTENDED DOCUMENT USERS SERVE ONE OR MORE OF THE ABOVE CITED STAKEHOLDER ROLES

STAKEHOLDERS

OVERVIEW

PLANNING

DAY-OF-EVENT

POST-EVENT

EVENT PROFILE



SPECIAL EVENT TYPES

OVERVIEW

PLANNING

DAY-OF-EVENT

POST-EVENT

EVENT PROFILE

- DEFINE EVENT CLASSIFICATIONS
 - DISCRETE/RECURRING EVENT AT PERMANENT VENUE
 - CONTINUOUS EVENT AT URBAN/RURAL VENUE
 - PARADE/RACE EVENTS CLOSING STREETS
 - REGIONAL/MULTI-VENUE EVENT
 - ROVING/NATIONAL EVENTS

SPECIAL EVENT IMPACT LEVEL

OVERVIEW

PLANNING

DAY-OF-EVENT

POST-EVENT

EVENT PROFILE

- ASSESS SEVERITY OF EVENT IMPACT ON TRAFFIC
 - TRAVEL DEMAND
 - ROAD/SITE CAPACITY
 - EVENT OPERATION
 - AVAILABLE RESOURCES (PERSONNEL, EQUIPMENT)
 - EXTERNAL FACTORS (CONSTRUCTION, WEATHER)

DISCRETE/RECURRING EVENT AT PERMANENT VENUE

OVERVIEW

PLANNING

DAY-OF-EVENT

POST-EVENT

EVENT PROFILE

CHARACTERISTICS

- TIME SPECIFIC DURATION
- SPECIFIC STARTING AND ENDING TIMES
- PREDICTABLE PEAK ARRIVAL AND PEAK DEPARTURE RATES

EXAMPLES

- SPORTING/CONCERT EVENTS AT STADIUMS, ARENAS, AND AMPHITHEATERS
- CONVENTIONS

CONTINUOUS EVENT AT URBAN/RURAL VENUE

OVERVIEW

PLANNING

DAY-OF-EVENT

POST-EVENT

EVENT PROFILE

CHARACTERISTICS

- OCCUR OVER MULTIPLE DAYS
- DOES NOT EXHIBIT SHARP PEAK ARRIVAL AND PEAK DEPARTURE RATES
- EVENT PATRONS ARRIVE AND DEPART THROUGHOUT THE EVENT DAY

EXAMPLES

- FAIRS
- FESTIVALS
- EXPOS
- AIR AND AUTOMOBILE SHOWS

PARADE/RACE EVENTS CLOSING STREETS

OVERVIEW

PLANNING

DAY-OF-EVENT

POST-EVENT

EVENT PROFILE

CHARACTERISTICS

- HAPPEN ON A SURFACE STREET REQUIRING TEMPORARY CLOSURE
- AFFECTS BACKGROUND TRAFFIC

EXAMPLES

- PARADES
- MARATHONS
- BICYCLE RACES
- MOTORCYCLE RALLIES
- GRAN PRIX AUTO RACES

REGIONAL/MULTI-VENUE EVENT

OVERVIEW

PLANNING

DAY-OF-EVENT

POST-EVENT

EVENT PROFILE

CHARACTERISTICS

- MULTIPLE VENUES
- TIME SPECIFIC DURATION, A CONTINUOUS DURATION, OR A MIX OF BOTH
- REGIONAL MARKET AREA

EXAMPLES

- SPORTING GAMES
- FIREWORKS DISPLAYS
- MULTI-PLANNED SPECIAL EVENTS WITHIN A REGION THAT OCCUR AT THE SAME TIME

ROVING/NATIONAL EVENT

OVERVIEW

PLANNING

DAY-OF-EVENT

POST-EVENT

EVENT PROFILE

CHARACTERISTICS

- ONE-TIME OR INFREQUENT OCCURRENCE
- REGIONAL/NATIONAL MARKET AREA
- SECURITY ISSUES

EXAMPLES

- NATIONAL SPORTING EVENTS (e.g., U.S. GOLF OPEN)
- SPORTS CHAMPIONSHIP AND ALL-STAR GAMES
- NATIONAL AND POLITICAL CONVENTIONS

COMMENTS?

QUESTIONS?